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CLAIMS

1. A packaging and dispensing device (1, 101) for a liquid or semi-liquid product, comprising a reservoir (2, 102), an ejection assembly (5, 105) supported on a wall (4, 104) of said reservoir and equipped with an actuating member (7, 9, 19; 107, 109, 117) emerging from said reservoir, said actuating member being able to be moved in an actuating direction (Z), known as the vertical direction, to eject a quantity of said product from said reservoir through a passage (45) formed in said actuating member, connecting means (23, 31, 30; 123, 131) which have a first end (23) connected to said actuating member and a second end (30) connected to an outlet member (24, 29) and which are deformable over at least part of their length (31) between said first and second ends so as to be able to conduct said quantity of product as far as said outlet member without transmitting substantial force to said outlet member, said outlet member being connected fixedly to said reservoir and comprising an outlet opening so as to be able to dispense said quantity of product, characterized in that, starting from at least one of said ends, said connecting means have at least one end portion (23, 30, 31a, 31c) oriented in such a way as to diverge from a zone (B) in the shape of a vertical flat band containing a geometric line directly connecting said actuating member (7, 9, 19; 107, 109, 117) and said outlet member (24, 29).

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2. The device as claimed in claim 1, characterized in that said connecting means comprise a flexible tube (31, 131).

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3. The device as claimed in claim 2, characterized in that said connecting means comprise at least one male or female connector (23, 30) fixed to at least one of said actuating member (7, 107) and outlet member (24)

and able to be coupled in a sealed manner to said flexible tube, said connector being oriented in such a way as to form an angle with a geometric vertical plane (P) containing said zone.

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4. The device as claimed in claim 2, characterized in that said angle is greater than 30° , for example more or less equal to 90° .

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5. The device as claimed in one of claims 1 to 4, characterized in that said connecting means, between said first and second ends, extend essentially on just one side with respect to a geometric vertical plane (P) containing said zone (B).

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6. The device as claimed in one of claims 1 to 5, characterized in that at least one (23) of said end parts of the connecting means is oriented in such a way as to diverge from the opposite end (30) of said connecting means.

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7. The device as claimed in one of claims 1 to 6, characterized in that said reservoir (2, 102) has an overall shape that is non-circular in horizontal section.

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8. The device as claimed in claim 7, characterized in that said reservoir has, in horizontal section, a maximum dimension in a direction intersecting a geometric vertical plane (P) containing said zone (B), preferably more or less at right angles.

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9. The device as claimed in one of claims 1 to 8, characterized in that it comprises a rigid cap (10, 11, 12; 111, 112) mounted on said reservoir in such a way as to enclose said actuating member and said connecting means between a wall (12, 112) of said cap and said wall (4, 104) of the reservoir supporting the ejection assembly (5, 105), said actuating member (7, 107)

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comprising a moving push-button (17, 117) guided vertically through said wall of the cap.

5 10. The device as claimed in claim 9, characterized in that said push-button (17, 117) has a pressing surface accessible from the outside of said cap, said pressing surface being more or less aligned with an external surface (12, 112) of said cap when said push-button is in a rest position.

10 11. The device as claimed in claim 9 or 10, characterized in that said actuating member comprises a hollow pump rod (107) and a transmission rod (109) attached between said push-button (117) and said hollow
15 pump rod, an intermediate wall (44) being arranged between said rigid cap (112) and said wall of the reservoir (104), said transmission rod (109) being guided through said intermediate wall.

20 12. The device as claimed in one of claims 9 to 11, characterized in that said outlet member comprises a nozzle support (24) fixed to said rigid cap (11, 111) and a spray nozzle (29) fixed to said nozzle support.